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COUNTRY: Italy

SUBJECT: FIVRE (Fabrica Italiana Valvole Radio Electrica)

PLACE ACQUIRED: Milan/Pavia

DATE ACQUIRED : September-November 1952

DATE OF INFO : September-November 1952

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SOURCE:

This is a record of a visit to FIVRE (Fabrica Italiana Valvole Radio Electrica) whose main office is in Milan and whose plant is located in Pavia.

1. Personnel Contacted

Dr. Strada	Manager
Dr. Rochat	Commercial Dept., Quality Control and Appli- cation
Mr. Parini	Manufacturing Department
Mr. Cames	Sales Department

2. General

Television is just getting started and they are assembling General Electric (GE) sets, but later on Magnetti Marelli expects to design their own, probably copying Phillips, as latter has "more efficient" tubes and circuits.

3. Manufacturing

They make most of their own parts, including punching micas and drawing cathodes. They buy bulbs from Corning, but will make their own next year.

4. Engineering

Most of FIVRE's products are standard miniatures and GT's made from their own drawings, but owing to pressure from set manufacturers for increased sensitivity and efficiency, they have been forced to design a new triode-lehode converter, the 6TE 8, for better short wave performance and a new high sensitivity audio output tube, the 35 QL 6.

- end -

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